

Message Text

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44

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 RSC-01 /021 W

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R 201500Z DEC 74

FM AMEMBASSY MADRID

TO USIA WASHDC

INFO SECSTATE WASHDC 710

AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 7985

REF: MADRID 7853

1. RODRIGUEZ-PASCUAL AND FOUR GALERIAS PRECIADOS (GP) COLLEAGUES CAME TO THE EMBASSY ON DEC 18 TO DISCUSS OVERALL SUBJECT PROMOTION OF US PRODUCTS WITH COMMERCIAL OFFICE AND PAO RYLANCE.

2. RODRIGUEZ BEGAN BY STATING ISP WOULD BEGIN SATURDAY, MAR 1 AND LAST FOR A MINIMUM OF THREE WEEKS AT SOME TEN OF THE GP STORES THROUGHOUT SPAIN. HE THEN OUTLINED GP PROMOTION BUDGET APPROXIMATING \$300,000 TO INCLUDE TELEVISION, RADIO, NEWSPAPERS, BILLBOARDS, ETC.

3. IN VIEW GP PURCHASES OF US GOODS OF ALMOST \$2 MILLION, RODRIGUEZ AND HIS COLLEAGUES THEN APPEALED AGAIN FOR PROMOTIONAL ASSISTANCE AT NO COST TO GP FROM US SOURCES, BOTH PRIVATE AND GOVERNMENTAL. HE MENTIONED PERFORMING ARTISTS WHO MIGHT BE IN SPAIN, FLAGS OF THE US AND EACH OF THE STATES, LARGE COLOR PHOTOS OF MAJOR US TOURIST ATTRACTIONS, THE POSSIBILITY OF A CONCOMITANT US ART DISPLAY AT THE PRADO MUSEUM FEATURING WELL-KNOWN PAINTINGS BY SPANISH ARTISTS ON LOAN FROM US MUSEUMS, DISPLAY MATERIALS, ANTIQUE US GUNS AND/OR CLOTHING, AND ANY OTHER CULTURAL DISPLAYS TO HIGHLIGHT THE US ORIGIN OF THE GP PROMOTION OF US PRODUCTS.

4. BASED UPON PREVIOUS TELCON WITH BIC/OIM/SAD, EMBOFF INFORMED RODRIGUEZ THAT THERE WAS A VERY GOOD POSSIBILITY
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THAT MOON ROCK DISPLAY WOULD BE AVAILABLE. RODRIGUEZ

ALSO WAS INFORMED THAT APPROPRIATE LOCAL US SUBSIDIARIES, E.G. KODAK, PAN AM TWA, WOULD BE APPROACHED BY THE EMBASSY TO SEE IF THEY INTERESTED IN ASSISTING GP PROMOTION.

5. RODRIGUEZ WAS REASSURED THAT EMBASSY HAD REQUESTED WASHINGTON DO EVERYTHING POSSIBLE TO ASSIST IN MAKING ISP AS SUCCESSFUL AS POSSIBLE, CULTURALLY AS WELL AS COMMERCIALY. THIS REGARD, EMBASSY WONDERS WHETHER SPANISH-AMERICAN CHAMBERS OF COMMERCE IN NYC AND CHICAGO, NATIONAL ASSOCIATION OF STATE DEVELOPMENT AGENCIES, AND OTHER APPROPRIATE ORGANIZATIONS MIGHT BE APPROACHED BY WASHINGTON TO SEE IF THEY WOULD BE INTERESTED IN GAINING EXPOSURE TO THE MANY THOUSANDS OF SPANIARDS WHO WILL VISIT THE MADRID ISP.

6. WHILE REALIZING THAT GP EXPECTATIONS TOO HIGH- WHICH WAS POINTED OUT BY EMBOFFS - WE HOPE US SOURCES WILL BUTTRESS THIS ISP, TO MAXIMUM EXTENT POSSIBLE.
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